

## **Understanding The Anatomy of Experience for Critical Analysis of Fashion Interactions**

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### **Abstract**

Innovative technologies bring new possibilities for human interactions, and clothes are a very close arena for immersive explorations of the body. By connecting the socio-cultural fashion phenomena within digital and interactive spaces, a new perspective for phygital experiences emerges. Nevertheless, all technological novelties place undeniable challenges for designers to deal with the potential interfaces between devices and personas, and when exploring the related fields of User Experience (UX), User Interface (UI), and Interaction Design (IxD), a need for constant update of mindset due to the advances of gadgets and extended realities (XR). On the other hand, interactive systems follow dedicated dynamics to be considered a rich and beneficial experience for the user. This flow is described here by the Anatomy of Experience, a framework developed from a previous literature review to schematize all the essential components that influence a human experience. Such a framework serves to formulate valuable critical analytics of any so-called experience. Henceforward, this research proposes merging interactive design practices as insightful guidelines to design for human-centered fashion experiences.

**Keywords:** *interaction design, anatomy of experience, human-centered design, fashion, user experience*